

4 CHOOSING MARKETING CHANNELS SET YOUR MARKETING BUDGET

When setting your marketing budget consider:

- A percentage of sales (5-10%)
- Allocate funds for specific marketing activities
- Set budget at what you can afford.

MARKETING CHANNELS & TACTICS

This is a list of ideas. Consider your **MARKETING BUDGET** when identifying yours. Circle items that should be included in the marketing budget.



5 IMPLEMENTING MARKETING TACTICS

Examples: Develop content and make blog post once a week to website. Then, promote on social media

6 TRACK, ANALYZE AND OPTIMIZE

KEY PERFORMANCE INDICATORS (KPIs) FOR MARKETING

Select relevant metrics: Choose KPIs that align with your goals.

Track progress: Monitor KPIs regularly to measure performance.

Examples: Number of visitors to website, Email open rate, How much website traffic from social.

WHAT WE ARE TRACKING!

Marketing Strategy Builder for

1 ANALYZE THE MARKET

Who are your customers? Identify your target audience. (D)

BUYER PERSONAS

Fictionalized characters based on data about your target customers. These personas help you understand your target audience's wants, needs, challenges, and behaviors.

<div style="border: 1px solid black; width: 100%; height: 20px; margin-bottom: 5px;"></div> <p style="text-align: center; font-size: small;">PERSONA NAME</p> <p style="text-align: center;">Age, gender, location, income, etc.</p> <p style="text-align: center;">Values, interests, personality traits, etc.</p> <p style="text-align: center;">What are the pain points this persona faces?</p> <p style="text-align: center;">How does this buyer persona research products or services?</p> <p style="text-align: center;">What steps does your buyer persona take before making a purchase?</p>	<div style="border: 1px solid black; width: 100%; height: 20px; margin-bottom: 5px;"></div> <p style="text-align: center; font-size: small;">PERSONA NAME</p> <p style="text-align: center;">Age, gender, location, income, etc.</p> <p style="text-align: center;">Values, interests, personality traits, etc.</p> <p style="text-align: center;">What are the pain points this persona faces?</p> <p style="text-align: center;">How does this buyer persona research products or services?</p> <p style="text-align: center;">What steps does your buyer persona take before making a purchase?</p>
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MAIN COMPETITORS

<p style="text-align: center; font-size: small;">COMPETITOR NAME</p> <p>Strengths</p> <p>Weaknesses</p>	<p style="text-align: center; font-size: small;">COMPETITOR NAME</p> <p>Strengths</p> <p>Weaknesses</p>
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SWOT ANALYSIS

- | | |
|---|------------------|
| 1. Strengths (UNIQUE SELLING PROPOSITION) | 3. Opportunities |
| 2. Weaknesses | 4. Threats |

2 DEFINE GOALS

BUSINESS GOALS

A. "Why"

1. Why do you do what you do? (B)

B. "What"

1. What are your products or services? (A)
2. What do you want to achieve?

C. "How"

1. How will you achieve your "What"?
2. How do we do what we do? (C) Describe your approach and CORE VALUES.
3. How do you benefit your customers, the value do you bring? (E)

D. "Where"

1. Where will the company be in 1 year? In 5 years? In 10 years?

MARKETING GOALS

When setting marketing goals, make sure they align with overall business goals.

Set SMART Goals

(Specific, Measurable, Achievable, Relevant, and Time-bound).

Examples of Marketing Goals:

Increase website traffic by 20% in the next quarter.

Generate one qualified business lead per week.

Improve email engagement by 15% within three months.



3 DEVELOP YOUR BRAND MESSAGE

YOUR MISSION STATEMENT

Assemble Your Mission Statement: Use the answers from GOALS to complete this sentence template:
Our mission is to (A) through (C). We (E) so that (D) can (B).

Mission Statement

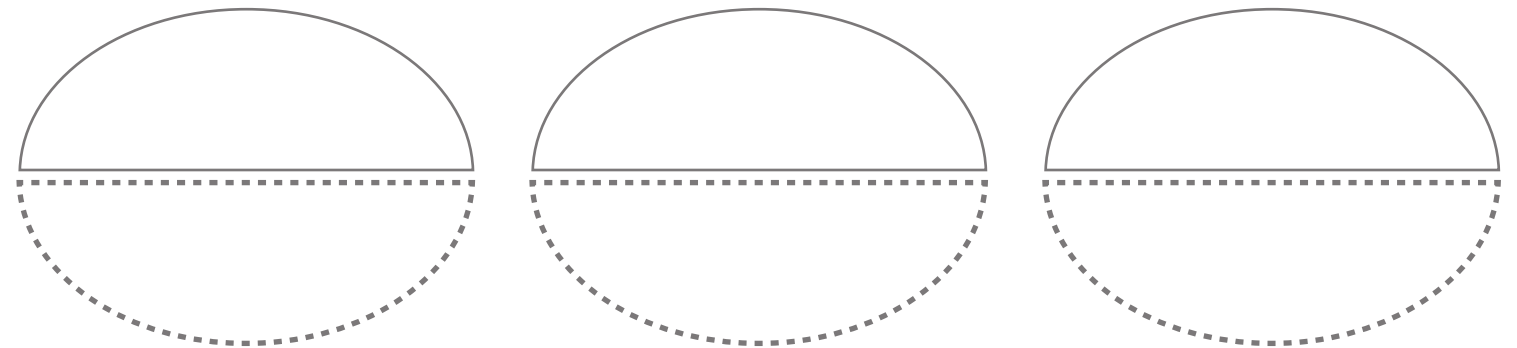
YOUR VISION STATEMENT

Describes the desired future state of the company. Answers the question: "Where will the company be..."

Vision Statement

COMPELLING OFFERS

A value proposition that entices your target audience. It's the "why" someone should take action.
Examples: "Get 20% OFF your first purchase" or "Free 2-week trial."



CALL TO ACTIONS

A clear and direct instruction that prompts the desired action from the audience.
Examples: "Buy Now" "Sign Up" "Call Now"

VISUAL BRAND is the visual representation of your brand.
Logo, Typography, Color Palette, Images

BRAND PERSONALITY is the human actions (adjectives) of your brand.

BRAND VOICE is how you communicate your brand.

BRAND STORY share your journey and how you help customers.